From: New Jersey State Library
To: Patt Ferrari
Subject: NJSL Direct - News for NJ Libraries from the NJ State Library
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NJSL DIRECT

Weekly News Updates for New Jersey Libraries
February 7, 2022

Updates & Opportunities

Celebrate Black History Month with NJSL Virtual Events

The New Jersey State Library is offering two virtual events in honor of Black History Month and we encourage you to join us. An author talk on the significance of the Still family in South Jersey will take place on **February 15th at noon**. A presentation entitled A Rich Legacy: The History of My Enslaved Ancestors will be **February 23rd at noon**.
Click to Learn More and Register.

Equity, Diversity & Inclusion Takes Center Stage at New Jersey's Libraries

The New Jersey State Library is proud to collaborate with the New Jersey Library Association and LibraryLinkNJ, The New Jersey Library Cooperative on a framework for addressing Equity, Diversity and Inclusion in New Jersey's libraries.
Click to View Press Release

Registration is Open for NJSL Virtual New Directors Training

Join NJSL for our annual New Directors Training that will once again be offered as a virtual event on **Wednesday, February 16 & February 23, 2022.** Please note that while this training is geared toward new library directors, all library directors, assistant directors, and branch managers are welcome to attend. **Learn More & Register Here.**

Two Seats Available in New Jersey State Library LSTA Advisory Council

The State Library is seeking NJ librarians to fill two seats on the Library Services and Technology Act (LSTA) Advisory Council. The terms would start this spring and will last for two years, with an additional consecutive term possible. The role of the Council is to keep apprised of projects funded with LSTA monies, suggest other projects that might be funded with this federal grant, and provide general oversight of services and programs. The two positions currently vacant were previously held by NJ library staff who had proficiency in IT and under-served populations, so this would be a factor in the selection. For questions, contact Kathleen Moeller-Peiffer, **kmoellerpeiffer@njstatelib.org**, 609-278-2640 ext. 157.

February is New Jersey Libraries Snapshot Month

The NJLA Public Relations Committee asks you to join them from February 1 through February 28 in shouting out the amazing programs, interactions and services that make a difference every day in New Jersey Libraries. **Click to Find Out How You Can Participate in Snapshot Month.**

ALA Connect Live February Session on Sustainability

Join the American Library Association on **Thursday, Feb. 24th** for their monthly Connect Live session**.** ALA President Patricia "Patty" Wong will be joined by Uta Hussong-Christian, NJSL's Michele Stricker and Rebekkah Smith Aldrich to talk about sustainability and climate action for libraries. **Click to Register**.

Register Now for NJCAR Disaster Preparedness

Workshop

Registration is now open for the New Jersey Cultural Alliance for Response (NJCAR) Disaster Preparedness Workshop taking place on **February 15th**. Attendees will learn about the disaster planning process and business continuity issues in response to emergencies. This event is open to libraries, all cultural institutions, and to the arts community. **Click to Register.**

Free Lysol Welcome Back Packs for Libraries

Lysol developed Welcome Back Packs in partnership with the CDC Foundation to provide schools and educators with resources to help reinforce CDC guidelines and healthy habits.Welcome back packs include lesson plans, stickers & decals, and educational posters. If your library is interested in receiving these free materials, **click here to sign up** and Lysol will ship the welcome back packs directly to you.

NJ Grant Opportunity: Folk and Traditional Arts Apprenticeship

Folk & Traditional Arts Apprenticeship grants encourage communities to continue passing on their valued traditions in traditional settings, by providing stipends so that master folk artists and craftsmen can help apprentices develop greater skill. The application deadline is **March 31st, 2022.** **Click for Grant Program Guidelines.**

NJ State Council on the Arts Seeking Library Participants in the Creative Aging Program

The NJ State Council on the Arts seeks two public libraries to host FREE arts classes (in person or virtual) for the older adult population in August 2022. These mini-residencies will be led by trained teaching artists and senior service professionals in courses such as: theatre, sculpture, dance and the visual arts. **Click for Program Flyer.**

Project Innovation Grant Opportunity from NBCUniversal

Project Innovation will award nearly $3.5 million to non-profit organizations that are tackling everyday problems through innovative solutions. Grant categories

include: Culture of Inclusion, Next Generation Storytellers, Youth Education and Empowerment, and Community Engagement. Applications will be accepted from **February 18th - March 25, 2022**. **Click to Learn More and Apply.**

Setting Up Website Navigation

In our latest marketing blog we're recapping another valuable lesson from the Build A Better Library Website Bootcamp. Check it out to learn more about setting up your website's navigation! **Click to Read.**

Library Marketing Resources

If your library is looking for marketing tips, best practices and inspiration, check out our **Marketing Blog** updated weekly. Here's our most recent blog posts:

- Do's and Don'ts of Press Releases
- Instant Ways to Boost Your Audience on Instagram
- Creating The Ideal Website Layout
- Marketing Plan Guide for Public Libraries

Download marketing resources from State Library Vendors & Partners **here**.

Click to Connect with the NJSL Library Development Unit

Connecting people with information through libraries.

New Jersey State Library | Website

New Jersey State Library | 185 West State Street, P.O. Box 520, Trenton, NJ 08625-0520

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